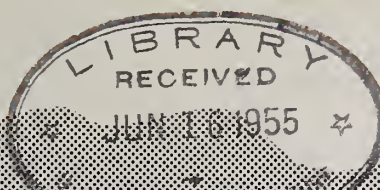


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National
4-H ACHIEVEMENT DAY
November 13, 1954



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Congratulations are in order for more than 2,000,000 boys and girls enrolled in 4-H clubs over the country.

On National 4-H Achievement Day - Saturday, November 13 - America's 4-H youth will be recognized for an important year of accomplishment. Sharing the honors will be more than 312,000 men, women, and young people, who serve as volunteer local leaders in communities, towns, and counties. Although national in scope, emphasis for this red letter day will be placed on contributions of every 4-H club member in the land to self, community, and nation.

How Achievement Day will be observed: Plans for the occasion include luncheons, banquets, and other special events - local and countywide - where 4-H'ers, leaders and parents will be guests and speakers. Civic and service clubs, farm organizations, and other groups will arrange for talks by 4-H'ers, and programs participated in by leaders, extension agents, and others who help with club work.

Newspapers and radio stations will carry news and special features about 4-H in their areas. Exhibits illustrating typical activities will be prepared and displayed in store windows and other prominent places - all highlighting completion of another year's efforts toward 4-H goals.

Who takes part in 4-H: 4-H'ers are boys and girls between the ages of 10 and 21 who carry on farm, home, and community activities according to the latest approved practices. While chiefly rural, 4-H club work is also conducted in urban areas. This year, urban members totaled 250,151; members from rural non-farm homes totaled 402,226.

This year's total 4-H enrollment of 2,058,144 in the 48 States, Alaska, Hawaii, and Puerto Rico, represents an increase of more than 42,000 over the previous 12-month period. Also it means the highest over-all participation in 4-H club history, and brings the aggregate number of youth receiving the valuable training through the years to nearly 17,000,000. During the past year, nearly 87,000 clubs functioned, with the average club reaching 21 boys and girls.

What are 4-H aims: 4-H aims in general are expressed in the club motto, "To make the best better," in the club principle, "To learn by doing," in the 4-H stress on "head, heart, hands, and health", and in the theme, "Working together for world understanding."

Character development and citizenship training are specific goals. In this connection, 4-H'ers receive fine experience toward becoming well-informed, willing, and capable leaders of our country tomorrow. C. M. Ferguson, administrator of the Federal Extension Service, wrote Secretary of Agriculture Ezra Taft Benson recently, that "4-H Clubs deal with our Nation's richest resources, its young people. Healthy personalities, sound bodies, and good citizens are the end product, and they contribute immeasurably to our Nation's strength."

As in the democracy in which they live, 4-H members elect their own officers, help plan their own programs, select their demonstration subjects, and choose their own club affairs and activities. Besides members' individual projects, most clubs carry on a community improvement project in which all members have group responsibilities.

Who conducts 4-H club work: 4-H club work is a part of the national educational system of cooperative extension work in agriculture and homemaking, in which the U. S. Department of Agriculture, the State land grant colleges, and the counties share. Two important groups supporting 4-H are the National Committee on Boys and Girls Club Work with headquarters in Chicago; and the National 4-H Club Foundation, presently located in Silver Spring, Md.

Volunteer local leaders are men, women, and older young people of the community who direct club programs - who take special training, then advise

and encourage members in making and carrying out program plans during the year. They attend club meetings, visit 4-H'ers to see how their demonstrations or projects are coming along, offer suggestions where needed, and accompany members to club events outside the community.

During the past year 256,524 adult leaders served the country's 4-H clubs as leaders. This was an increase of 32,606 over the previous year. In addition, 65,370 older club boys and girls assisted as helpers in junior or apprentice leader capacities. They held nearly 639,300 meetings. On the average, three adult leaders counsel with each club.

What 4-H'ers did: Working toward their long-range goals, 4-H'ers in the past year carried out projects to produce and conserve foods, feeds, and fibers; make their farms more efficient and profitable; to stress personal health and safety; to protect our natural resources and wildlife; to cooperate in a wide variety of community services which benefit neighbors and add to the welfare of others.

This year they have centered interest particularly around finding ways to reduce production costs, improve quality, and expand markets for the products of individual farms. They have done this because they realize 4-H is a family affair, and they believe in applying the best scientific methods in producing and marketing their products.

Examples of specific 4-H accomplishments in 1953*:

- Owned and cared for 1,235,500 head of livestock.
- Owned and cared for 9,426,300 birds in their poultry projects.
- Grew 891,760 acres of food, feed, and fiber crops for market.
- Canned and preserved 6,094,460 quarts of vegetables, fruits, and other food products.
- Froze 2,812,250 pounds of food, and 1,723,000 quarts of food.
- Served 13,745,470 meals.
- Completed 2,879,680 garments and other articles in their sewing projects.
- About 146,000 members enrolled in home grounds beautification programs.
- More than 180,000 members enrolled in room improvement, more than 100,500 in home management.
- More than 37,000 members enrolled in child-care projects.
- About 674,000 members participated in safety programs, including fire and accident prevention.
- Nearly 640,000 club members carried on special health activities.
- More than 64,100 clubs carried on community service projects to benefit themselves and their neighbors.
- A total of 91,876 older 4-H youth took training courses to help them as junior leaders.

Good record in IFYE program: Through the International Farm Youth Exchange program, sponsored by the National 4-H Club Foundation and the Extension Service, rural people in many lands became acquainted with the 4-H plan. In the past year, 250 rural young men and women took part in the program of family, farm, and community activities in other lands. This total included 117 outbound U. S. delegates representing 44 States and territories, and 133 inbound exchangees representing 34 countries. This was the first year in which the number of exchangees coming into the United States exceeded the number of U. S. delegates going abroad.

The 68 men and 49 women from the United States visited 37 countries. The 103 men and 30 women participating in the inbound phase of the program lived with farm families in 41 States and 3 territories. This was the first year the exchangees had visited Alaska and Puerto Rico.

The 4-H club idea now circles the globe, the plan having been adapted to suit varying needs and conditions in some 50 different countries.

More information on National 4-H Achievement Day this year may be obtained from (1) county 4-H club agents, county agricultural agents, or county home demonstration agents, who usually have their offices in county seat towns; (2) the Cooperative Extension Service of the State agricultural college, or (3) the Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

*Latest figures available. (Preliminary reports indicate these figures will be equaled and, in most instances, exceeded in 1954.)